

AMS, Fruit and Vegetable Program Specialty Crop Block Grant Program – Farm Bill Fiscal Year 2008 Awards

All 50 States, the District of Columbia, the Commonwealth of Puerto Rico, Guam, American Samoa, the United States Virgin Islands, and the Commonwealth of the Northern Mariana Islands were awarded funds. Awards are listed alphabetically by State.

Alabama Department of Agriculture & Industries - \$125,779.00, to:

- Expand and target families in the undeserved counties in Alabama to conduct workshops to teach parents how to incorporate fresh produce as a staple in the family's diet; and
- Assist Alabama specialty crop producers with direct marketing, value-added operations, consumer education, agritourism and general promotions.

Alaska Division of Agriculture - \$101,521.00, to:

- Increase outreach efforts to Alaskan specialty crop farmers who are not currently part of the Alaska Grown program and develop a newsletter to alert food service industry wholesalers of the availability of Alaska Grown specialty crops through the hiring of a project assistant; and
- Develop an Alaska Farmers Market Association, launch a web site and list serve, hold meetings and create a professional logo to increase expansion of current markets and support of future markets.

American Samoa Department of Agriculture - \$103,471.00, to:

Develop a seedling nursery and offer farmers seedlings meeting their respective needs and preferences; deliver technical assistance to improve tree growing techniques; and experiment with agroforestry methods involving farmers on demonstration plots that will show how trees can reduce soil losses, improve water holding capacity, reduce flood potential and improve associated crop yields over the long term.

Arizona Department of Agriculture - \$182,056.00, to:

- Partner with the University of Arizona, Cooperative Extension in Yuma County to reduce the risk of field contamination of leafy greens by promoting the safe production of leafy greens to the public;
- Partner with the University of Arizona to provide specialty crop stakeholders with up-to-date economic data that be used to promote specialty crops; and

- Partner with the University of Arizona Yuma Agricultural Center to purchase and construct two new greenhouses and erect a larger donated greenhouse that will be utilized to support all research and outreach programs conducted in the state, including vegetable crop production, fruit tree production and ornamental horticulture.

Arkansas Agriculture Department - \$107,059.00, to:

- Print promotional messages on sacks and "tear-off" plastic produce bags to be distributed at farmers' markets that will target four subjects: (1) the Arkansas Agriculture Product Market website (www.naturallyarkansas.org and soon www.arkansasgrown.org), (2) the "Arkansas Grown" brand, (3) the Arkansas Farmers Market Association, and (4) the state's farmers' markets;
- Provide for a two-day educational workshop focusing on crop selection, post harvest handling and marketing. Day two would be for on farm tours;
- Promote small to medium size Arkansas nurseries at national and regional nursery trade shows;
- Make available a single brochure listing contact information for all Arkansas nurseries;
- Partner with the Arkansas Pecan Growers Association, the University of Arkansas Division of Agriculture, Cooperative Extension Service to conduct a pecan grower workshop in conjunction with the association's annual meeting;
- Partner with the Arkansas Strawberry Growers Association to conduct a strawberry growers workshop in conjunction with the association's annual meeting;
- Partner with the University of Arkansas Division of Agriculture, Cooperative Extension Service to conduct a one day workshop focusing on acquiring labor from local sources and migrant workers;
- Partner with the University of Arkansas, Division of Agriculture to conduct a farm level analysis of the health of blueberry plantings and the current cultural practices utilized in Arkansas with a goal of finding a possible explanation for the currently observed plant health decline;
- Partner with the Arkansas Farmers Market Association to conduct an annual meeting addressing the issues and opportunities for markets and farmers who sell their produce there;
- Make financial assistance for signage or other forms of promotion available to farmers' markets, U-pick farms and farm stands in the form of a reimbursement of 50

percent of the cost of approved advertising and promotion up to \$500; and

- Recruit a marketing student (or similar academic discipline) from a local university to work 20 hours per week during the school year and possible more between semesters to assist with preparation, promotion and conducting of specialty crop workshops, distribute surveys, monitor responses, compile survey results, and monitor sub-grantees to assure expected measurable outcomes are met.

California Department of Food and Agriculture – \$1,661,482.00, to:

- Partner with the USDA, Agricultural Research Service to establish baseline metabolic profiles of healthy citrus plants through the use of modern analytical methods, compare the profiles of California Citrus to those obtained from Florida Citrus samples infected with Citrus Greening, and identify diagnostically significant metabolite and compositional differences;
- Partner with the University of California, Center for Agroecology & Sustainable Food Systems to expand the knowledge and potential use of the introduced lygus bug parasitoid *Peristenus relictus* in both organic and conventional systems, including its economic impact, range, movement patterns and susceptibility to insecticides;
- Partner with the California Cut Flower Commission to assist in the planning process of developing an efficient and innovative statewide transportation system that will enable California's cut flower growers' to effectively distribute their product and better compete in the domestic market;
- Partner with University of California, Davis, Research and Sponsored Programs to conduct a pilot program to train scent detection dogs and handlers to detect animal and human fecal contamination in ready-to-eat foods such as leafy greens;
- Partner with the University of California, Berkley, Department of Environmental Science to test and develop cost-effective conservation strategies to improve biological controls of key arthropod pests within vineyard agroecosystems;
- Partner with the Center for Land Based Learning (CLBL) to help reduce the loss of knowledge, experience, and institutional memory due to attrition by assisting high school students in making the most important decisions of their young lives; post-secondary course of study and career preparation to increase production of California's specialty crops;
- Partner with Cal Poly Corporation to develop an analysis of the current irrigation practices of the strawberry growers to examine the motives, methods, and need for sprinklers on strawberries;
- Partner with the California Table Grape Commission to produce and distribute a portable grower friendly table grape pest and disease reference guide, using currently

available research information, designed for use in the vineyard. This field guide will provide table grape growers and field managers with a method for rapid diagnosis of their potential pest/disease problem through photo identification and descriptions; and will include management strategies;

- Partner with the University of California Cooperative Extension (UCCE) to determine the cost effectiveness of the proposed integrated management program to control the Light Brown Apple Moth in California nurseries;
- Partner with California FarmLink to build and deliver business and succession planning with a marketing component for producers with less than 10 years experience as owners or operators of specialty crop farms and will provide beginning, family farmers with a single, accessible source of training and technical assistance in intergenerational transfer strategies, and include new marketing strategies;
- Partner with Western Growers to develop a document that can be used to identify best practices for growers to mitigate microbial contamination of green onions;
- Partner with California Citrus Mutual to increase consumption of California oranges by assuring consumers a better tasting piece of fruit by determining an alternative method for calculating oranges maturity;
- Partner with the Central Coast Ag Network, Inc. (CCAN) to encourage more retail purchases of local specialty crops to supply the demand already in place and clearly identify it, and create easier access for food buyers to find, purchase and prepare locally grown specialty crops;
- Partner with the California Sustainable Winegrowing Alliance (CSWG) to develop, implement and promote a California Sustainable Winegrowing Certification Program as an incentive to speed winegrowers' adoption of sustainable practices that demonstrate environmental stewardship and social responsibility while enhancing the competitiveness of the state's wine grapes and wine; and
- Partner with Western Growers (WG) to provide information and recommendations in the form of a White Paper that will be submitted for a peer reviewed publication. This research will be used in educating the specialty crop industry, trade organizations, and government agencies on the impacts of international food safety programs on US specialty crop exports.

Colorado Department of Agriculture - \$149,569.00, to:

Partner with Colorado State University (CSU) to fund a Specialty Crops Coordinator within the Department of Horticulture to provide research in specialty crop production and utilization, including the application of organic methods, solving problems with crops and development of new vegetable and small fruit crop educational opportunities; and

Conduct “Colorado Proud” advertising aimed at helping consumers, restaurants and retailers to identify and purchase Colorado food and agricultural products.

Connecticut Department of Agriculture - \$123,322.00, to:

- Partner with the Connecticut Agricultural Experiment Station to conduct varietal trials and cultural experiments on ethnic vegetables at two research farms and distribute fact sheets and bulletins after the trials and experiments are completed describing the suggested varieties and cultural techniques required to successfully grow these ethnic vegetables;
- Partner with the Connecticut Agricultural Experiment Station to determine the best pruning and training systems for widely grown hybrid wine grape cultivars; evaluate new vinifera and hybrid wine grape cultivars suitable for the state; and examine how planting *Vitis vinifera* cultivars with elevated graft unions could result in increased productivity by reducing inputs to offset the increased cost of plant material; and
- Partner with the Connecticut Agricultural Experiment Station to field test hybrid strawberry breeding lines tolerant of both root weevils and black root rot in growers’ fields under commercial production conditions to determine horticultural acceptability and continue to quantify and assess resistance and/or tolerance to black root rot and black vine weevil in elite strawberry breeding lines.

Delaware Department of Agriculture - \$106,240.00, to:

- Make the Delaware Commercial Vegetable Production Recommendations book more useful to Delaware farmers by conducting field trials, including data from current trials, and information on new varieties in the publications;
- Partner with the University of Delaware to expand on preliminary research on hybrid plants with the goal of breeding new pole lima bean varieties;
- Partner with the Delaware State University Cooperative Extension to develop a comprehensive ethnic crops production and marketing program increasing immigrant participation in production, increasing number of farmers who earn income from ethnic crops and increasing the number of consumers eating local ethnic produce;
- Partner with the Delaware Organic Food and Farming Association to assist farmers in making profitable transition from conventional to organic practices and certification;
- Partner with Delaware State University Smyrna Outreach and Research Center to provide Delaware organic vegetable growers assistance with pest control and management;

- Partner with the Vegetable Growers Association of Delaware, the University of Delaware, and Delaware State University to educate farmers on food safety, good agricultural practices, good handling practices, and third-party audits;
- Partner with the University of Delaware Cooperative Extension to assess the interest of farmers in forming a cooperative to serve local institutional buyers;
- Partner with the Department of Education, Delaware Division of Public Health, Vegetable Growers Association of Delaware and Nemours Health and Prevention Services to create a DVD on the food system from field to table, showing how food is grown, processed, and shipped to educate middle school students;
- Partner with the Mar-Del Watermelon Association to launch an advertising campaign to increase consumer knowledge and awareness about locally grown Delaware and Maryland watermelons; and
- Develop recipe cards which highlight various specialty crops and availability charts to be distributed at events.

University of the District of Columbia Agricultural Research Station - \$100,000, to:

Purchase a freestanding mushroom production unit to conduct a mushroom crop production demonstration to increase mushroom availability in local markets.

Florida Department of Agriculture and Consumer Services - \$477,169.00, to:

- Partner with the Florida Blueberry Association and the University of Florida - Institute of Food and Agriculture Science (IFAS) to make research possible to determine if blueberry plants of various cultivars propagated in vitro in sterile cultures will have less trouble with disease (specifically stem blight) after they are planted into commercial fields statewide;
- Partner with the Florida Agriculture and Mechanical University, College of Engineering, Science, Technology and Agriculture to establish the Florida Vine Improvement and Distribution Project to provide quality disease free planting materials and make them available to nurseries and grape growers in Florida. The program will establish a foundation/mother nursery at the Center for Viticulture and Small Fruit Research at Florida A&M University. The nursery will be the certified source and responsible for producing and ensuring a continuous supply of quality true-to-type disease free planting materials for Florida. The program will also create a pool of expertise in grape propagation to facilitate sharing of information with Florida nurseries, grape growers and the public and provide educational outreach and hands-on training through workshops;

- Partner with the Florida Tomato Committee to conduct a mass media consumer education campaign to counterbalance the negative impressions of fresh Florida tomatoes due to the recent and ongoing Salmonella scare;
- Partner with Produce for Better Health to disseminate information about fruits and vegetables grown in Florida to consumers nationwide via newspapers, television, and food editors nationwide as a component of the national media outreach effort of the newly launched Fruits & Veggies—More Matters® public health initiative;
- Partner with Tropical Fruit Growers of South Florida, Inc. (TFG) to implement a promotional campaign to educate supermarkets, their produce staff, and the public in general about tropical fruit; and
- Partner with Florida A&M University, College of Engineering, Technology, Science and Agriculture (CESTA) and the University of Florida – Institute of Food and Agriculture (IFAS) to conduct a series of televised (Polycom) outreach workshops to assist small farms. Information will include: proper food handling techniques, food safety regulations, identifying sales venues and product marketing.

Georgia Department of Agriculture - \$186,541.00, to:

- Assign a Georgia Department of Agriculture International Trade Specialists to work full-time to organize and coordinate Georgia’s specialty crop industries’ marketing efforts along with the Southern US Trade Association (SUSTA) and the Foreign Agriculture Services Agricultural Trade Offices in China to exhibit at Chinese trade shows, participate in in-store displays and other product promotions and take part in and/or individually organize trade missions and reverse trade missions;
- Partner with the Georgia Fruit and Vegetable Growers Association to conduct educational and food safety programs to increase specialty crop producers broader awareness of the risk management options (pest management, nutrition, marketing, technology, food safety standards, traceability, etc) available in their production practices; and
- Partner with the Georgia Public Broadcasting television network in conjunction with Chef Hans to broadcast a 13 part cooking series that is aimed at connecting the viewers with their Georgia Grown specialty crops.

Guam Department of Agriculture - \$100,273.00, to:

Obtain certified, disease-free tissue culture banana from international germplasm banks and propagate it further via tissue culture in a relatively short time, making it available at cost to local banana growers.

Hawaii Department of Agriculture - \$124,765.00, to:

- Provide an appropriate venue for interested, local agricultural producers to meet and market their products directly to consumers on various islands across the state;
- Develop public service announcements and purchase advertisements to promote Hawaii's Buy Fresh, Buy Local (BFBL) Program and update the existing website;
- Work with a consultant to develop and produce printed rack cards with farmer profiles and produce posters for in-store displays; and
- Engage a professional consultant to serve as program coordinator to provide sound advice, guidance and coordination of the BFBL Program statewide marketing effort.

Idaho State Department of Agriculture - \$166,690.00, to:

- Travel throughout the state to establish personal retail contacts to discuss the Idaho Preferred program and determine and develop the most effective point-of-sale materials for each retailer;
- Carry out Farmer-Chef Collaborative events in Eastern Idaho and the Magic Valley region, as well as conducting events in the Treasure Valley and North Idaho for a second year;
- Staff will recruit new Idaho Preferred nursery members, work with continuing members to use point-of-sale materials to identify their products, and travel throughout the state to establish personal contacts within the nursery industry and develop effective statewide promotions;
- Allow for continuation of the Food of the Month posters, printing of additional educational materials to distribute statewide to Idaho's educational professionals, website enhancement and participation in a new Farm to Cafeteria initiative and expand the Idaho Preferred fundraiser and Healthy Harvest programs; and
- Purchase television advertising for the 2009-2010 media cycle to promote Idaho specialty crops and other agricultural products, increase consumer recognition of the Idaho Preferred logo and Idaho products, and increase website usage.

Illinois Department of Agriculture - \$132,565.00, to:

Provide specialty crop advertising grants for farmers' markets.

Indiana State Department of Agriculture - \$125,311.00, to:

Establish an Indiana brand and launch a marketing campaign to promote the production and consumption of Indiana agricultural products.

Iowa Department of Agriculture and Land Stewardship - \$108,541.00, to:

- Develop and conduct radio advertisements promoting Iowa's various specialty crops be utilized by farmers' markets, specialty crop growers and on-farm and pick-your-own establishments;
- Conduct an economic impact study to learn the impact farmers' markets sales have on Iowa's economy; and
- Develop a consumer/producer friendly on-line directory of specialty crops.

Kansas Department of Agriculture - \$106,240.00, to:

- Partner with the Kansas Rural Center (KRC) and the Kansas Center for Sustainable Agriculture and Alternative Crops (KCSAAC) to provide education through a statewide farmers market conference; develop a website and blogs to promote markets and educate consumers, market growers and market managers; and stimulate increased consumption of Kansas grown fruits and vegetables through focused marketing on 10 specialty crops and a farmers market week promotional cost share;
- Partner with the Kansas Grape Growers and Winemakers Association to design and implement a program to evaluate and certify the quality of Kansas wines to instill in consumers a confidence in the quality of wines that become certified under this program; and
- Partner with Kansas State University and the Institute for Continental Climate Viticulture and Enology (ICCVDE) at the University of Missouri and other states for delivery of educational services for grape growers and winemakers in the state.

Kentucky Department of Agriculture - \$107,995.00, to:

- Hire a specialty crop marketing specialist for two years to promote and develop specialty crops in Kentucky and to provide education to producers on good agricultural practices;
- Partner with the Kentucky Farmers' Market Association to contract an individual to coordinate, promote and market farmers' markets special events and programs across the state; and
- Provide education-related materials and technical assistance to producers to be successful in organic production and good agricultural practices.

Louisiana Department of Agriculture - \$115,054.00, to:

- Conduct research to determine consumer needs and wants at farmers' markets;

- Conduct research to determine producer capabilities, needs and potential for the producer to supply greater quantity and variety of fruits and vegetables at farmers markets;
- Recruit and support Louisiana specialty crop producers participating at local, regional and national trade shows;
- Develop, print, and distribute booth, bin, product boxes and shelf signs that identify Louisiana produced specialty crops and their producer at the point sale;
- Develop and implement a product demonstration program featuring Louisiana produced specialty products;
- Develop, produce and distribute recipe cards, nutritional information, brochures and other collateral material promoting Louisiana produced specialty products;
- Develop and purchase advertisements for Louisiana farmers' markets to inform the public as to locations and hours of operations and assist members and organizers of farmers' markets to develop and launch internet homepages;
- Develop and purchase generic advertisements for Louisiana citrus, sod, strawberry, watermelon, pecan and/or peach growers, before and during their respective seasons; and
- Partner with Louisiana State University to continue to develop and implement a seminar on direct marketing for producers, market managers and organizers.

Maine Department of Agriculture, Food and Rural Resources - \$120,202.00, to:

Promote and introduce technical assistance and business development support that will be tailored to the identified needs of individual specialty crop producers.

Maryland Department of Agriculture - \$131,941.00, to:

- Continue to build the Maryland's Best program by expanding various media promotions for retail and wholesale markets including a farm tour for food writers and maintain the Maryland's Best website;
- Offer cost-share assistance to producers seeking Good Agriculture Practices (GAP) audits and train Maryland Department of Agriculture personnel to perform GAP audits;
- Offer cost-share assistance to Maryland producers to upgrade their websites and/or promotional materials; and

- Hire one full time employee to assist Maryland Department of Agriculture's marketing division with Maryland's Best and Farm to School programs.

Massachusetts Department of Agriculture - \$122,932.00, to:

- Identify a market for hops in Massachusetts and New England and support the development of additional acreage in hops;
- Implement a cost share Good Agricultural Practices Certification Program; and
- Conduct phase two of the Massachusetts Culinary Tourism Program to focus on establishing the Massachusetts Department of Agriculture as the leading source of culinary tourism information and create a logo and brand to identify Massachusetts as a destination of flavor.

Michigan Department of Agriculture - \$203,740.00, to:

- Create a stand-alone Select Michigan website for the Michigan Department of Agriculture and develop a statewide portal for other "buy local" programs and specialty crop information statewide;
- Partner with the Michigan Food and Farming Systems to implement peer-to-peer farmer training and mentoring by successful, innovative farmers in the fresh, local market supply chain;
- Partner with the Michigan Bean Commission and other specialty crop industries to conduct a trade mission to countries in the Central America Free Trade Agreement (CAFTA) region to promote Michigan specialty crops;
- Sponsor Michigan Pavilions at two major domestic trade shows that will focus on the retail and food service sectors and host Michigan pavilions at up to two major international trade shows working with specialty crop companies and commodity groups;
- Partner with Michigan State University (MSU) to conduct research for the Michigan fruit industries regarding food chain distribution channels and market opportunities in the Philippines, particularly the bakery ingredient sector. Information on the distribution channels for fruit ingredients to bakery products within the Philippines will be collected from secondary sources and distributed prior to the trade mission;
- Partner with Food Export Association of the Midwest USA to conduct seminars and webinars to Michigan specialty crop companies to educate them on exporting and to increase their knowledge of programs and services available to help them to start exporting or increase their exports; and

- Partner with Michigan State University to encourage the development of a scientifically-based policy using sensors to determine soil conditions so that excessive water is not applied by conducting a testing protocol based on previous research on strategies to optimize spray irrigation by monitoring soil assimilation capacity.

Minnesota Department of Agriculture - \$136,231.00, to:

- Partner with the Northern Plains Potato Growers Association to support a potato breeding program to find new varieties adapted to the growing region and continue an advertising campaign;
- Partner with the University of Minnesota Center for Farm Financial Management and Minnesota State Colleges and Universities to train instructors in providing farm financial strategies; conduct program advertising and outreach; provide scholarships to specialty crop growers to work with farm business management instructors on using farm financial management software tools; and contribute specialty crop historical production, costs, and profitability data to a farm financial management benchmarking database;
- Partner with the Minnesota Department of Health and Human Services, Minnesota Farmers' Market Association, Institute for Agriculture and Trade Policy, and the University of Minnesota, Extension Service to assist markets in adopting Electronic Benefits Transfer (EBT) technology at farmers' markets and provide two regional educational workshops twice a year to farmers' market specialty crop vendors; and
- Partner with the Minnesota Grown Promotion Group, Inc. and the Minnesota Nursery Landscape Association to host a series of business seminars to help the region's specialty crop growers improve business management and marketing techniques; update the GardenMinnesota.com to incorporate the Minnesota Grown logo and links to the Minnesota Grown website; partner with the Institute for Agriculture and Trade Policy to create and maintain a website for information about specialty crop season extension; and improve the online edition of the Minnesota Grown directory and increase traffic to the www.minnesotagrown.com web site by using pay-per-click campaigns through Google and Yahoo.

Mississippi Department of Agriculture and Commerce - \$109,771.00, to:

- Partner with the Mississippi Agritourism Association (MAA) to host a one-day statewide agritourism conference for those involved or interested in pursuing agritourism opportunities on their farms to enhance the management and marketing skills of participants to make their endeavors more successful;
- Partner with the Mississippi Nursery and Landscape Association (MNLA) to promote the Mississippi Medallion Program through a media campaign in order to create awareness of Mississippi grown plants;

- Partner with the Mississippi Sweet Potato Council (SPC) to implement a year-long media campaign to consist of trade publication advertising, radio advertising, television advertising, and direct mail to produce buyers to promote Mississippi sweet potatoes, especially during the spring and summer months when sales are slower;
- Partner with the Gulf South Blueberry Growers Association (GSBGA) to develop two videos to demonstrate to brokers and buyers that Mississippi produces blueberries that are equal or superior to blueberries produced elsewhere in the United States and to provide growers with an instrument to increase their knowledge and improve their skills toward achieving profitable blueberry production; and
- Partner with the Mississippi Beekeepers Association (MBA) to implement a cost-share program to reimburse eligible beginning beekeepers for 50 percent of the cost incurred to purchase honey bee boxes, honey bees, and supplies necessary for two colonies.

Missouri Department of Agriculture - \$112,168.00, to:

- Raise level of consumer awareness about benefits and how important it is to purchase local Missouri specialty crops from community farmers' markets or direct from producers;
- Conduct educational workshops and distribute materials for producers to learn about crops most suitable to grow and market and production practices;
- Develop and distribute a manual which includes practical methods for growing and selling specialty crops; and
- Develop two surveys to collect statistics of the impact of farmers' markets on the Missouri agricultural economy.

Montana Department of Agriculture - \$107,566.00, to:

- Provide a 'Buy Fresh, Buy Local' promotional campaign, creating posters, banners, billboards, radio and TV public service announcements to increase consumers' awareness of Montana's locally grown fruits and vegetables available at farmers' markets;
- Partner with Montana State University (MSU) Potato Lab to purchase needed equipment for setting up the Polymerase Chain Reaction (PCR) technique at the MSU Potato Lab to detect many potato diseases of concern, including many quarantine pests and pathogens, which are difficult or impossible to detect by the currently used Enzyme-linked Immunosorbent Assay (ELISA) and other methods. Also, the lab will continue to improve the production of disease-free micro-tuber in terms of sizes and numbers;

- The Organic Certification Program (OCP) will facilitate the export of (organic) specialty crops into high-value international markets, enhance the value specialty crops through provision of organic certification, and develop certification forms to better serve organic specialty crop growers; and
- Partner with Mission Mountain Cooperative Development Center (the Center) to provide technical assistance to specialty crop producers to enhance their competitiveness in local, national and world markets with an emphasis and outreach to specialty crop producers in targeting and reaching new emerging markets and through the Farm to College program, the Center will assist Montana State University (MSU) in the development of labels and co-branding products.

Nebraska Department of Agriculture - \$111,817.00, to:

- Partner with the Nebraska Fruit and Vegetable Growers' Association and the Nebraska Department of Health and Human Services to increase the sales of fruits and vegetables by raising awareness to consumers of the health benefits and availability of fresh, locally grown fruits and vegetables through a multi-faceted approach;
- Partner with the Nebraska Dry Bean growers to conduct the "Using Green to Promote the Bean" campaign so that consumers will learn more about consumption possibilities and recipe inclusion of the dry bean. Reusable grocery-type bags, with dry bean recipes screened on the sides of the bag will be the focus of the educational campaign in addition to cooking samples, recipes and educational materials;
- Partner with the University of Nebraska-Industrial Agricultural Product Center (IAPC), the Nebraska Forest Service, and the National Arbor Day Foundation to analyze the nutritional quality of oil extracted from hybrid hazelnuts grown in Nebraska and explore value-added opportunities for food and industrial applications;
- Organize entities in the Nebraska Local Foods Network to raise awareness of programming efforts surrounding local foods thereby eliminating duplication of efforts;
- Conduct an educational campaign touting the benefits of buffalo grass as a turf grass option;
- Partner with the Potato Certification Association of Nebraska to conduct a trial test in Puerto Rico to measure post-harvest insect disease spread and compare it against the current testing site in Florida; and
- Partner with Community Crops to train farmers to grow and sell specialty ethnic crops.

Nevada Department of Agriculture - \$104,017.00, to:

- Partner with the Western Nevada College Specialty Crop Institute to assist specialty crop producers in the acquisition of knowledge and experience in producing specialty crops, development of alternative crops, requirements and methods and shared learned experiences with other producers and processors; and
- Continue the development of the NevadaGrown website and specialty crop marketing.

New Hampshire Department of Agriculture, Markets and Food - \$106,279.00, to:

Partner with the New Hampshire Division of Travel & Tourism Development to conduct a multi-media advertising campaign. The program will also have an educational component for consumers that includes how to find and purchase local goods.

New Jersey Department of Agriculture - \$152,260.00, to:

- Support the expansion of the promotion of the Jersey Fresh and Jersey Grown programs through a combination of media buys and point of purchase advertising;
- Provide grants through the Jersey Fresh Matched Funds Program to specialty crop organizations to use the Jersey Fresh advertising and promotional logo in all programs for which they receive matched funds. All promotional efforts will be generic in nature and grant recipients are not permitted to use Jersey Fresh Matched Funds Grants to advertise or promote individual brand names or company names;
- Conduct seminars through the New Jersey Agricultural Leadership Program to specialty crop growers to develop skills in a variety of areas including business communications, marketing, decision- making, negotiating, and business and personal leadership; and
- Partner with Rutgers New Jersey Agricultural Experiment Station to initiate an entrepreneurial development program for New Jersey's producers of specialty crops.

New Mexico Department of Agriculture - \$120,670.00, to:

- Market value-added specialty crop products to the food service industry to establish market share in both domestic and international markets through the hiring of a full-time marketing specialist; and
- Market value-added specialty crops by participating in four distributor trade shows, three national/international food shows, and workshops/in-store demos in five markets.

New York State Department of Agriculture & Markets - \$189,895.00, to:

Assist growers and handlers in paying the cost of a GAP/GHP audits. Costs allowed under the program will include first time audits, information assessments and costs of water testing. Funds will also be used to create a water quality database to improve the scientific basis for comprehensive efforts to minimize microbial food safety hazards to fresh and fresh-cut fruits and vegetables posed by surface water irrigation.

North Carolina Department of Agriculture & Consumer Services - \$208,537.00, to:

- Assist in paying the cost of Good Agricultural Practices (GAP) audits, traceback systems, water testing for fruit and vegetable farmers, and fund training for GAP auditors;
- Conduct an advertising/public relations campaign that will promote NC plants, and conduct trade show buyer meetings and exhibits;
- Test market new specialty crop products in the schools, provide nutrition educational materials to schools, and provide farm tours for school child nutrition directors; and
- Partner with NC State University (NCSU) to develop new fruit, vegetable, and herb crops for production in North Carolina, hire a part time administrative assistant position, and fund marketing promotional materials.

North Dakota Department of Agriculture - \$125,740.00, to:

- Provide a mini-grant marketing program to local organized farmers' markets to increase awareness of the availability of local fruits and vegetables and to encourage more producers to participate in farmers markets;
- Provide an opportunity for students in North Dakota schools to learn about the production and marketing of vegetables through a school garden grant program; and
- Provide education and technical assistance to local communities interested in producing, processing, and consuming local foods, including specialty crops, through the use of a temporary employee within the North Dakota Department of Agriculture and augmented by obtaining the services of consultants.

Northern Mariana Islands Department of Land and Natural Resources - \$100,117.00, to:

- Partner with the Northern Marianas College, Cooperative Research Education and Extension Services (NMC-CREES) to develop a variety of specialty crop field trials to determine best quality and yield of specialty crops. Data collected and knowledge learned from the field trial will be shared with local farmers;

- Work collaboratively with local farmers associations, retailers and hotel associations to develop posters and banners that promote locally grown specialty crops; develop pamphlets to provide information as to the benefit of buying local and other information such as seasonal availability of produce and plants as well as directory of local farmers and the specialty crops they grow; provide consumers and buyers a list of farmers participating in the program that apply good agriculture practices and adhere to set standards; produce and distribute vehicle bumper stickers advertising “buy local” to the community; and release quarterly press releases to feature local farmer activities to local news papers;
- Partner with local government agencies, NMC-CREES and local market retailers to conduct consumer market research studies to identify the consumer’s buying habits and buyer’s needs; conduct product research amongst the local market retailers to determine the types of crops most in demand and what type of crops local crop producers should grow to supplement imported vegetables and crops; and conduct a “buy local” program;
- Form an Agriculture Advisory Group consisting of member from the farming community, retailer, hotel association, Division of Agriculture (DOA), NMC-CREES, Division of Environment Quality (DEQ), and the Department of Public Health (DPH) to establish vegetable and specialty crop quality standards by commodity; and
- Develop a series of surveys to measure the project success. The survey will conducted at beginning phase of the project and towards the end phase of the project.

Ohio Department of Agriculture - \$168,562.00, to:

- Partner with the Ohio Grape Industries Council (OGIC), the Ohio Agricultural Research and Development Center (OARDC), and the Ohio Wine Producers Association (OWPA) to establish a Vineyard Expansion Assistance Program to encourage expansion/renovation of high-quality hybrid and viniferous wine grape vineyards throughout Ohio;
- Partner with the Ohio Producer Growers and Marketers Association (OPGMA) to provide specialty crop growers a working knowledge of food safety including Good Agricultural Practices (GAP);
- Partner with Ohio State University Extension personnel to provide food safety education directly to new entrants to the specialty crop industry tailored to the cultural and educational characteristics that distinguish new farmer groups;
- Partner with Ohio Proud Sales and Distribution, LLC to assist producers that have developed value-added products in accessing major retail outlets in Ohio; and

- Provide sub-grants to farmers' markets throughout the state to promote the development of infrastructure and outreach to allow food stamp recipients increased access to fresh, healthy specialty crop produce.

Oklahoma Department of Agriculture, Food, and Forestry - \$118,798.00, to:

- Create a pilot program working with the Oklahoma Farmers Market Alliance to get Electronic Benefit Transfer (EBT) machines in 10 to 12 100% Oklahoma Grown farmers' Markets across the state;
- Fund participation in a program that allows small (less than 40 acres), limited resource farmers to apply for a plasticulture program, assist in the installation of up to one acre of plasticulture, fund land preparation, animal depredation, wildlife fencing, fertilizer, scales, irrigation systems, plants, and plastic;
- Partner with the Oklahoma Agritourism Association to fund signage for 100% Oklahoma Grown farmers' markets;
- Provide plastic produce bags and reusable tote bags with the 100% Oklahoma Grown logo to Oklahoma farmers and to 100% Oklahoma Grown farmers' markets; and
- Hold a series of six workshops for potential producers with small acreages, farmers looking for ways to diversify and also farmers that are already producing specialty crops but are not currently engaged in retailing their product on the possible returns on investments that can be achieved when growing specialty crops.

Oregon Department of Agriculture - \$240,868.00, to:

- Establish a new Specialty Crop Industry Resource and Coordination Program to liaise with the industry on opportunities for development, technology transfer, market opportunities and other Oregon Department of Agriculture programs through the hiring of a full-time staff person;
- Acquire and develop a library of multimedia tools to be used in marketing and public relations efforts on behalf of the specialty crop industry in Oregon;
- Partner with the Oregon Mint Commission to conduct a "Pilot Scale" confirmation of laboratory studies that energy used to extract essential oils by steam distillation can be saved through the use of solvent-free microwave extraction;
- Partner with the Oregon Potato Commission to utilize an executive chef in potato dish presentations that will demonstrate new potato uses for chefs in hotels, restaurants and culinary schools and utilize one of Oregon's potato variety experts with knowledge of the potato chip industry to present information to chip manufacturers regarding Oregon grown chips;

- Partner with the Oregon Seed Council to determine the economics involved and what incentives will be required to encourage farmers to change techniques in order to use turf type grasses grown for seed as a resource for carbon sequestration;
- Partner with the Oregon Wine Consortium to organize and execute a trade mission and series of promotional events in Japan, China, and Taiwan. The promotions will include a booth at the FoodEx trade show in Japan, wine tastings and receptions in China and Taiwan; and
- Partner with the Fruit Growers League of Jackson County to send marketing officials retained by a group of growers with support from the commercial tree fruit association and Hillcrest Orchard to travel to seven strategic domestic markets to conduct sampling presentations at retail establishments that carry the Meyer's Pride brand of Oregon pears.

Pennsylvania Department of Agriculture - \$181,081.00, to:

- Expand the distribution of fresh and nutritious commodity foods to food insecure persons in primarily underserved areas throughout the Commonwealth of Pennsylvania by providing funds on a competitive level to Pennsylvania based businesses, such as farm stands, farmers' markets, non-profit organizations, farmers and local governments; and
- Partner with the Bureau of Food Safety Laboratory Services and Penn State Extension Educators to develop a Good Agricultural Practices Educational Program to provide Pennsylvania produce farmers and workers, and others in the distribution chain general on-the-farm food safety knowledge as well as training to successfully implement Good Agricultural Practices and pass a third party audit. A Pennsylvania Good Agricultural Practices Training Program will also develop trained experts to conduct "train the trainer" programs. Education materials will be produced such as: a reusable flip chart, checklists, and information sheets.

Puerto Rico Department of Agriculture - \$120,631.00, to:

- Open an identified space in seven retail outlets for collective sales exhibit exclusive for local products, including specialty crops, develop defined space in five supermarket chain store, and develop two stand-alone exclusive outlets for local products;
- Provide training in organic farming and gardening techniques and concepts to interested farmers, develop certification process, and measure market opportunity by research component;
- Provide training in quality coffee growing and processing techniques to interested farmers, develop a quality certification process, promote quality coffee concept among consumers, and promote coffee plantation and processor facility tourism in

conjunction with Puerto Rico Department of Tourism;

- Participate in international trade fairs to develop opportunities for export of specialty products to high-end niches in Europe, Canada, the U.S. and in neighboring Caribbean countries; and
- Build collective good-will for the Delpaís Brand, support promotional initiatives of individual firms, and assure quality promotional materials and messages.

Rhode Island Department of Environmental Management Division of Agriculture - \$103,978.00, to:

- Partner with Farm Fresh Rhode Island to build a prosperous local food system through increased commerce in specialty crops by developing 3 distinct marketing programs aimed at enhancing the sale of specialty crops; “The Providence Wintertime Market; the Market Mobile: A Farm-to-Chef Pilot Program; and the Rhode Island Potato Growers Coop: Media and In-Store Promotions; and
- Partner with the Rhode Island Sod Growers Association to investigate the use of wetting agents to reduce irrigation requirements for turfgrass sod farms.

South Carolina Department of Agriculture - \$130,264.00, to:

- Expand presence of specialty crops at domestic and international trade shows;
- Partner with the South Carolina Nursery and Landscape Association to update the certification program, promote the industry, and tie it to the South Carolina Certified Branding program;
- Provide promotional materials to participating restaurants promoting locally grown products on the menu;
- Partner with Clemson University's Center for Botanical Medicine to provide research to support quality and nutritional value of locally grown specialty crops; and
- Assist vendors with promotions of local products at state farmers’ markets.

Tennessee Department of Agriculture - \$132,370.00, to:

- Partner with the Tennessee Farm Bureau Federation to conduct a statewide buy local branding program, produce local food resource guides, conduct advertising, and distribute educational/promotional materials;
- Partner with the University of Tennessee to conduct statewide workshops aimed at educating farmers and farm laborers on how to comply with requirements of Good

Agricultural Practices; and

- Provide grants to help specialty crop producers become Good Agricultural Practices/Good Manufacturing Practices certified.

Texas Department of Agriculture - \$257,521.00, to:

- Partner with the Texas AgriLife Extension Service to train Texas fruit and vegetable growers to attain certification in Good Agricultural Practices (GAP);
- Partner with the Texas Vegetable Association and Texas Citrus Mutual to develop and maintain a web site to provide communication and outreach to growers and retailers on Huanglongbing (HLB) or Citrus Greening;
- Partner with the Texas Turfgrass industry to develop drought-tolerant grass information that can be shared with consumers, municipalities, universities and media outlets;
- Work with the Texas floral industry to promote the “Buy Local” Florist initiative and create a Wine-Floral Pairing Program by developing advertisements promoting how to pair Texas wines with Texas-grown flowers;
- Partner with the Texas watermelon industry to create State Fair of Texas watermelon demonstrations and conduct 50 in store promotions;
- Work with the Texas organic industry to develop seminars around the state to help small producers grow their businesses that will include marketing training and input from retailers.; and develop information to educate the public about what is available organically from Texas producers and how to find it;
- Update the Texas Superstar, Earth Kind Rose brochure and the Farmers Market brochure;
- Help restaurants bring Texas produce to the table by linking these establishments to local producers and growers; and
- Help market olive products by developing in-store demonstrations and marketing materials to increase awareness and sales.

Utah Department of Agriculture and Food - \$107,878.00, to:

- Partner with the Thanksgiving Point Institute and Utah State University (USU) Extension to create an exhibit to be known as “From Soil to Supermarket” that will encompass four separate components: “The Dirt on Soil” opens the exhibit with a larger-than-life view at life underneath the ground; “Good Bugs, Bad Bugs,” showcases crop life and how bugs are integral to plant life; the “Hide ‘N Find Farm”

imitates harvesting and allows guests to get crops ready for market; and “The Market” closes the experience with interactive activities that encourage guests to try fruits and vegetables.

Vermont Agency of Agriculture - \$103,861.00, to:

- Provide marketing support for specialty crops through the development of a seasonal promotional publication; support a feasibility study for a culinary theater to showcase Vermont agriculture; and fund speakers’ fees, training materials and other support for the American ginseng and honey industry;
- Partner with the Vermont Apple Marketing Board to work closely with regional and national organizations, including the U.S. Apple Association, the U.S. Apple Export Council and the New England Apple Association, to enhance industry public relations, marketing, research and educational support for the state’s apple growers; conduct training for producers to improve apple quality, including pest management training and to improve communications with producers; and conduct a feasibility study to determine the probability of success and to attract investors to expand the utilization of U.S. Utility grade apples;
- Partner with the vegetable and berry industry, University of Vermont Extension leaders and other regional organizations to organize industry education and training programs to increase grower awareness of possible sources of microbiological contaminants in the growing, handling and shipping of fresh produce;
- Partner with the newly established Vermont Grape and Wine Council to conduct new activities, including wine tasting events, production seminars and a new culinary tourism partnership with the Vermont Cheese Council and other groups;
- Assist the state’s maple industry groups to raise funds to replace a mobile sugarhouse with a new updated and more efficient unit to be used for promotional activities; and
- Partner with the American Brewers Guild, the Vermont Brewers’ Association, and farmers in Vermont and other New England states to continue to research the steps necessary to rebuild the state and region’s sustainable hop industry and work with various organizations, including USDA-ARS and USDA-FAS, to identify suitable varieties, growing, pest control and processing techniques, and other production topics.

U.S. Virgin Islands Department of Agriculture - \$100,078.00, to:

Establish a model system for the production/harvest/marketing processes required to create and maintain sustainable, profitable apicultural businesses and to stimulate growth of the local apicultural industry. This will require establishing a model apiary and extracting/packaging facility to demonstrate apiary management and how these products are prepared for markets. The models will be accompanied by a ‘Grow Local, Buy

Local' marketing initiative as well as a 'Virgin Fresh' branding initiative that will help differentiate local products from those that are imported into the U.S. Virgin Islands.

Virginia Department of Agriculture and Consumer Services - \$132,643.00 to:

- Improve the functionality of the Virginia Grown website so that consumers, targeted customers, agricultural producers, and food industry professionals can more easily find sources of Virginia Grown specialty crops, including fruits, vegetables, herbs, and Christmas trees; and
- Initiate a targeted, consumer oriented campaign to bolster the "Virginia Grown" program among ethnic populations in targeted urban markets to help consumers identify locally grown specialty crops, including fruits, vegetables, herbs, and Christmas trees.

Washington Department of Agriculture - \$360,013.00, to:

- Partner with the Washington Apple Commission to increase market growth in India by conducting technical training to produce handling personnel and management of retail outlets and wholesalers on how to handle, display, store high value perishable products in general and Washington apples;
- Partner with the Northwest Agriculture Business Center to support an island-wide 18 week Community Supported Agriculture (CSA) learning center based on a Washington farm to teach a team of 8-10 new farmers to farm on 1/2 acre of land;
- Partner with the Washington State Fruit Commission to educate the Mexican consumer about Washington apricots and to conduct new consumer-focused marketing programs that will create greater preference for Washington State agricultural export food products in Mexico;
- Partner with the Washington State Fruit Commission to acquire more Washington state representation and to conduct consumer-focused marketing programs that will create greater preference for Washington agricultural export food products and Washington cherries in Mexico;
- Partner with the Pear Bureau Northwest to produce a series of 3 – 5 short films showcasing pear growers from Washington's renowned Wenatchee, Yakima, and mid-Columbia pear growing regions; spotlight the films on the home page of usapears.org; and distribute them via popular social networking sites like YouTube;
- Partner with Pacific Coast Cranberry Foundation (PCCF) to provide access and availability of DNA-pure and uniform cranberry germplasm to Washington growers;
- Partner with the Washington State Potato Commission to characterize stem number tuber set relationships and identify target stem numbers and associated handling and

storage protocols to optimize tuber size distribution and maximize value for selected specialty cultivars;

- Partner with Washington State University to develop a quick-test protocol for biological control treatments to replace methyl bromide fumigation in Washington's Christmas tree seedling industry;
- Partner with the Washington State Potato Commission to create a comprehensive food safety program for the Washington State potato industry to include: the creation of a specific food safety guidance document for potatoes; farm employee training materials including brochures and videos in English and Spanish; a template for standard operating procedures; signage for farm use; step by step instructions on what documentation needs to be in place for becoming USDA Good Agricultural Practices certified; funds to partially reimburse growers the cost of a food safety audit; and farmer training workshops; and
- Partner with Washington State University to engage the Washington apple industry in developing a microbial food safety risk assessment, collect appropriate microbiological data for the risk assessment and conduct educational outreach to the apple industry.

West Virginia Department of Agriculture - \$100,780.00, to:

- Compile, update and print the Foods & Things West Virginia Grown directory intended for consumer use;
- Develop a directory for distribution in the agritourism and agriculture community. Wineries will be highlighted providing readers with contact information and public availability of the state's 16 wineries;
- Partner with the Division of Tourism to provide matching funding to utilize the Tourism Grant Promotion Program for a full page ad highlighting West Virginia specialty crops (specifically autumn markets and activities) in the 2009 edition of this publication distributed nationally;
- Develop and print a West Virginia Grown Cookbook featuring recipes using West Virginia specialty crops and value added food products for distribution statewide at events, Welcome Centers and other agricultural events;
- Create and execute a media campaign spotlighting specialty grant projects and the industry throughout the state;
- Provide a digital scanner to the West Virginia Department of Agriculture Marketing & Development Division to assist specialty crop producers with technology needs;

- Provide a color copier to the West Virginia Department of Agriculture Marketing & Development Division to assist specialty crop producers in the development of brochures, rack cards and recipe cards in their specialty crop promotional activities;
- Provide meeting space and conference resources at the West Virginia Small Farms Conference for fiscal year 2007 Specialty Crop Block Grant Program recipients to share results. In addition to sponsoring several educational sessions, the conference will attempt to create a West Virginia Grown food experience utilizing many specialty crops;
- Create a production track and Good Agricultural Practices (GAP) programming for specialty crop producers at the West Virginia Agritourism Symposium; and
- Allow West Virginia Department of Agriculture Marketing & Development staff the opportunity to participate in the North American Farmers' Direct Marketing Association Educational Program to learn about specialty crop advances, trends and opportunities; and
- Fund two or more new or existing farmers' markets through the West Virginia Farmer Market Legislative Award Program to develop new markets and expand the capacity of existing markets in the state.

Wisconsin Department of Agriculture, Trade and Consumer Protection - \$161,035.00, to:

- Partner with the Ginseng Board of Wisconsin (GBW) and the Ginseng & Herb Coop (GHC) to purchase computer software and equipment that will enable the ginseng growers of Wisconsin to label its ginseng root with scannable bar-codes to meet the expectations and requirements of their contract purchase partners for lot-tracking and traceability and comply with the newly enacted federal Country Of Origin Law (COOL);
- Partner with the Wisconsin Apple Growers Association (WAGA) to expand the production and distribution of the Wisconsin Orchards Map;
- Partner with the Wisconsin Cranberry Board to produce a curriculum packet and teaching materials for fourth grade social studies in Wisconsin and print additional copies of a new recipe brochure developed by the industry;
- Partner with the Wisconsin Christmas Tree Association to promote and educate consumers on the Wisconsin Christmas tree industry and the value of real Christmas trees;
- Partner with the Wisconsin Commercial Flower Growers Association to determine the most popular cut flowers that will grow and produce well in Wisconsin and continue developing a web-site for dissemination of information gathered during

trials for cut flowers, new flower lines, new fruit and vegetable selections, at the West Madison Ag Research Station;

- Partner with the Wisconsin Potato and Vegetable Grower's Association (WPVGA) Board to increase the profitability of the potato and vegetable growers of Wisconsin by conducting in season and storage research focusing on lengthening the amount of time vegetables can be stored and by increasing the quality of potatoes and vegetables both off the field and in storage;
- Partner with the Wisconsin Nursery Growers to develop and offer continuing educational seminars and programs for the nursery industry professionals; and expand and improve Wisconsin Nursery Association's (WNA) current annual Research Grant Program for research on fertility, plant diseases, breeding, propagation, and plant development. This project adds additional funding to these ongoing programs;
- Partner with the Wisconsin Sod Producers Association, Inc. to communicate to the general public current best management practices for maintaining healthy turfgrass lawn that is environmentally responsible; and
- Continue to develop and expand the SavorWisconsin.com online directory of Wisconsin specialty crop producers.

Wyoming Department of Agriculture - \$101,755.00, to:

- Partner with the University of Wyoming to conduct variety trials for drought tolerant turf;
- Increase specialty crop varieties, quality of product, and growers and producers of specialty crops through the contracting or expanding of a position within the Wyoming Department of Agriculture;
- Partner with Powell Economic Development Alliance to develop a senior cooperative gardening program;
- Award grants to specialty crop producers and processors to attend national and international trade events;
- Partner with the Wyoming Business Council to develop a Wyoming Organic Trade Association to assist in education and promotion of specialty crops through creating an inventory and database of organic producers;
- Partner with the Wyoming Restaurant and Lodging Association to provide scholarships to high school student to learn about food safety;
- Partner with the Wyoming Bee Keepers Association to sponsor a conference that addresses issues of mite control and colony collapse at their annual conference; and

- Partner with the Wyoming Farmers Market Association to host a high tunnel conference and demonstration project.